

University of the Incarnate Word®

## Bachelor of Fine Arts in Interior Merchandising and Management Marketing Concentration

School of Media and Design

### PROGRAM OVERVIEW

The Bachelor of Fine Arts (B.F.A.) in Interior Merchandising and Management at the School of Media and Design offers four concentrations: Business Administration, Management, Marketing and Merchandising.

The Marketing concentration is an interdisciplinary program that incorporates courses from the H-E-B School of Business and Administration. The Marketing concentration is ideal for students hoping to pursue careers in sales, promotions, retailing, public relations and related fields. Students of this concentration are fully prepared through such courses as Accounting, Retailing, Internet Marketing and Consumer Behavior, as well as a wide range of elective options in management, marketing, promotional strategies and information systems.

### ADMISSION REQUIREMENTS

- The requirements for admission to the B.F.A. in Interior Merchandising and Management program are the same as the requirements for admission to the University of the Incarnate Word.
- The Interior Design Department does not require a design portfolio for incoming students. In March/April of their Sophomore year, students are required to prepare and submit a portfolio of work from specific courses. Upon a successful review, those students will continue with their INTD or INMR degrees.

### CONTACT

UIW Admissions  
(210) 829-6005  
admission@uiwtx.edu

This publication is available in alternate format by request. To request an alternate format, please contact the UIW Office of Admissions at (210) 829-6005. 02/2023

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Interior Merchandising and Management  
Marketing Concentration



## B.F.A. in Interior Merchandising and Management - Marketing Concentration

### FRESHMAN YEAR

#### Fall

INTD 1111 Interior Design Orientation (1 hour)  
 INTD 1320 Architectural Drafting (3 hours)  
 INTD 1364 Color & Environment-Behavior Theory  
 (3 hours)  
 INTD 2300 Introduction to Interior Design (3 hours)  
 FYES 1211 First Year Experience Seminar (2 hours)  
 ENGL 1311 Composition I (3 hours)

**Total Hours: 15**

#### Spring

INTD 1410 Form, Space, and Theory (4 hours)  
 INTD 2363 Sketching and Rendering (3 hours)  
 INTD 2325 Construction and Details (3 hours)  
 Religious Studies (1000 Level) (3 hours)  
 ENGL 1312 Composition II (3 hours)

**Total Hours: 16**

### SOPHOMORE YEAR

#### Fall

INTD 2301 Computer Applications for Int. Design (3 hours)  
 INTD 2375 Space Planning (3 hours)  
 INTD 2355 History of the Built Environment I (3 hours)  
 PHIL 1381 Intro to Philosophy (3 hours)  
 PSYC 1301 Intro to Psychology (3 hours)

**Total Hours: 15**

#### Spring

INTD 2370 Lighting & Design (3 hours)  
 INTD 3315 CADD for Interior Design (3 hours)  
 INTD 2360 Textiles for Interior Design (3 hours)  
 INTD 3363 History of the Built Environment II (3 hours)  
 INTD Elective – Choose one from FALL: INTD 3320  
 Furniture Design (Odd yr.), OR INTD 3365 Kitchen  
 and Bath Design (Even yr.) OR Choose one from  
 SPRING: INTD 3340 Study Tour, OR INTD 3367  
 Studio I (3 hours), OR FMGT 3310 Creativity in Practice  
 (Odd yr.), OR INTD 4380 Historic Preservation (Even yr.)

**Total Hours: 15**

### JUNIOR YEAR

#### Fall

ACCT 2311 Principles of Accounting 1 (3 hours)  
 BMKT 3331 Principles of Marketing (3 hours)  
 INTD 2350 Interior Materials (3 hours)  
 INTD 3355 Advanced CADD for Interior Design (3 hours)  
 PEHP Physical Activity Course (1 hour)  
 ARTH 2361: Art History: Ancient through Medieval  
 (3 hours)

**Total Hours: 16**

#### Spring

INMR 4361 Work Experience for Interior  
 Merchandising and Management (3 hours)  
 BMKT 3340 Retailing (3 hours)  
 BMKT 3355 Internet Marketing (3 hours)  
 MATH 1306 Geometry (3 hours)  
 ARTH 2362 Art History: Renaissance to Modern  
 (3 hours)

**Total Hours: 15**

### SENIOR YEAR

#### Fall

INMR 4120 Portfolio I (1 hours)  
 \*BMKT 3377 Consumer Behavior (3 hours)  
 RELS or PHIL (Upper Division) (3 hours)  
 ENGL 2310 World Literature (3 hours)  
 History Core (3 hours)  
 Modern Language I (3 hours)

**Total Hours: 16**

#### Spring

INTD 4395 Professional Practice (3 hours)  
 INMR 4375 Capstone (3 hours)  
 INMR 4121 Portfolio II (1 hours)  
 \*\*BMKT Elective (3 hours)  
 ENSC 1410 Environmental Science (4 hours)  
 Modern Language II (3 hours)

**Total Hours: 17**

\*There are specific courses from which to choose for electives within the concentration. For the full list of available courses, visit: [bit.ly/merch-degree-plan](http://bit.ly/merch-degree-plan)

125 hours needed to complete the B.F.A. in Interior Merchandising and Management with a Marketing concentration.

LEARN MORE | [bit.ly/int-merch-man](http://bit.ly/int-merch-man)